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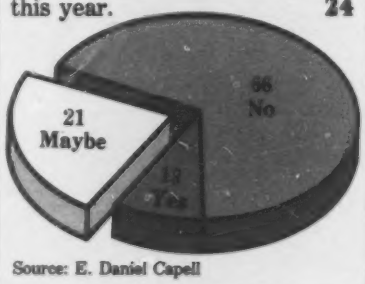

Source: E. Daniel Capell

June 1988

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ABP ABC MPA

less. Although the spotlight is no longer on the fight against pornography, the battle at the retailers is still going on, says Oren Teicher, executive director of Americans for Constitutional Freedom (ACF), an organization affiliated with Norman Lear's People for the American Way.

"The focus has shifted from national pressure to the local level," he says. "Groups are still putting heat on retailers, or even a single store."

When the fervor began, titles such as *Playboy* and *Penthouse* were on the front lines. Since then, protesters, offended by some content in issues of *Cosmopolitan, Glamour, American Photography*, supermarket tabloids and teen music magazines, have been successful in getting issues pulled off the racks in certain areas, he says.

It is easier to stop selling one issue of a magazine than fight the local minister, Teicher explains. No one title, he says, represents enough of a retailer's income to make store owners fight to keep it on the rack for that month.

Study on child pornography

To gauge the pressure on retailers, ACF has set up a toll-free number for wholesalers. That communication has revealed that newsstand pressure runs in cycles. A recent lull ended when a group called the Institute for Media Education distributed a report citing alleged examples of child pornography in *Playboy, Penthouse* and *Hustler*. The report also noted examples of crime and violence in these magazines. About 65,000 copies of the report were mailed to magazine retailers, legislators and other groups.

ACF and the Council for Periodical Distributors Associations (CPDA) are countering the report with their own response to the study, says John Harrington, president of the distributors' council.

The Institute's study, researched by Dr. Judith Reisman, was initially commissioned by the juvenile arm of the U.S. Department of Justice. The Justice Department, however, does not endorse the completed report, questioning Reisman's methodology. Harrington and the ACF are highlighting that fact in their rebuttal.

The final executive summary, mailed to retailers, asks that they stop selling magazines that contain images of models under the age of 21. Store owners were also asked not to sell adult titles to minors, says Teicher.

Congress now involved

As a result of the Meese Commission's findings, legislation has been drafted to make wholesalers and retailers accountable to the Federal Government for selling pornography.

Part of the bill focuses on child pornography, but other wording deals with the trafficking of "obscene" material. For example, wholesalers and retailers who receive such material through interstate commerce would be subject to Federal prosecution.

Introduced in early 1988, the legislation is now in the Senate and House judiciary committees. It is difficult to predict what action, if any, will be taken, he speculates. If enacted, the legislation will allow the Federal Government to move into an area that has, until now, been a local one, Teicher adds.

Room for 'cautious optimism'

Even though the noise from the Meese Commission and local pressure groups hasn't quieted, retailers are more willing to talk to national distributors, says James Borth, vice president, client relations, Curtis Distribution. "A year ago we couldn't get our foot in the door."

Curtis represents *Penthouse, Club, Genesis* and *Easyriders*. Since 1986, the distributor has lost 20 percent of its dealers for those titles, but the climate is changing, says Borth. Now, 250 7-Elevens have been bought by National Convenience Stores, which carries selected men's titles.

In addition, Rite Aid, a drugstore chain that dropped the titles, has been carrying them again as a test to see if their sale elicits negative reaction, adds Borth. In total, CPDA lists at least 4,000 new accounts that carry the men's titles, says Harrington. But these are not necessarily retailers that dropped the titles and have come back, he explains.

Harrington won't reveal the names of other chains that have started to carry the titles. "We don't want them to be the target of controversy," he says.—*J.A.*

Publishers pass postal hike on to subscribers

Single-copy prices less likely to be targeted for increases

Now saddled with double-digit postal increases, many publishers are looking to trim their bottom line—particularly by passing cost hikes along in the form of higher subscription prices. Higher ad rates and trimmer third class mailings, too, may appear in the coming months, say publishers and consultants contacted by FOLIO:.

Some indication of the reaction comes from circulation consultant E. Daniel Capell. In a March survey of 100 magazines, 13 said they will raise subscription prices, 66 said they will not, and 21 were not sure. The number of undecideds, notes Capell, was

***Subscription rate hikes** are in store for these magazines, due in part to the new postal rates set in April.*

well above the usual five or six, suggesting that many publishers were waiting for the rate-hike announcement before making any moves.

Capell's hunch is that many will opt to raise their rates, if not this year, then in 1989, especially since publishers have been "conservative on pricing in the last five years." It does not appear, however, that publishers will raise newsstand prices, he says.

Direct mail cutbacks

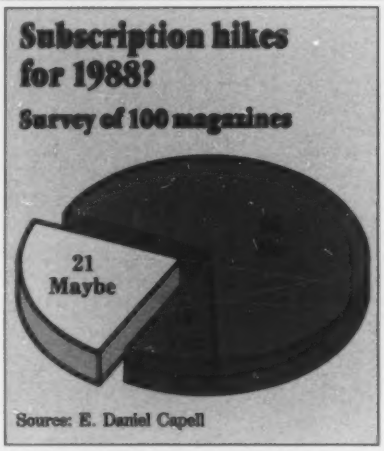
Smaller publishers, for example, have passed on some of their postal burden to subscribers. Modern Handcraft, Inc., publisher of *Workbasket, Workbench* and *Flower & Garden*, raised its subscription prices in February from six to eight dollars on each title—a move partly due to postage hikes that cost the firm over $1 million, says John Tillotson, president and publisher. Tillotson says he would also like to pass the increases along to advertisers in 1989. Newsstand prices, raised last year, will remain the same.

Tillotson also hopes to "get out of the mail as much as possible," to cut down on third-class charges. One tack is to improve renewals, he says.

The New Republic will raise subscription prices in 1989, although they have been boosted from $46 to $56 in the past four years, says publisher Jeffrey Dearth. He will be testing $64, but will probably settle for $59. Newsstand prices will remain unchanged. Ad rates, however, may reflect the increase in 1989.

The postal hikes have raised operating costs by "at least $150,000" this year, says Dearth, who notes that the 1988 budget was prepared with the postal hikes in mind. If there is any give in the budget, it would be in direct mail, though Dearth says he would hate to make cuts in that area.

On the business magazine front, the postal hikes will be a factor in setting ad rates in 1989 at Edgell Communications, says president Richard Moeller. Joe Bilderbach, vice president, also notes that, rather than provide subscribers with business reply envelopes, the firm may start asking them to provide their own stamps. He adds that the company may expand its in-house telemarketing effort to cut down on mail costs. More polybagging and cover wraps, too, may help qualification efforts, notes Moeller.



***Notable indecision:** In a March survey, the number of publishers undecided about raising subscription rates this year was exceptionally high. Many may push up rates in response to postal increases.*

Wini Ragus, vice president of circulation at Miller Freeman, says the firm will be scrutinizing its list rentals to ensure that "we're not overpenetrating in bulk mail. We're going for quality, not quantity."

Higher prices at newsweeklies

Newsweek, whose circulation is 96 percent subscription-based, boosted its basic subscription rate 10 percent in early April after finding postal increases will cost $2.4 million in 1988.

"We needed to make some moves to preclude making any changes in the magazine itself," says Diana Pearson, director of communications. In addition to an 18 percent second class jump, the newsweekly faces a 28 percent hike in the price of paper.

Newsweek also decided to terminate two controlled publications, *Newsweek on Health* and *Newsweek on Campus*—a move also prompted by the postal increases, says Pearson. *Newsweek on Campus*, unprofitable during five of its six years, failed to attract students to the flagship magazine, she notes. *Newsweek on Health* reportedly failed to attract advertisers.

Meanwhile, *U.S. News & World Report* has raised its basic subscription price from 67 cents to 77 cents per issue, according to William Harris, executive vice president. Postal and paper price increases were factors, says Harris; another was that "the circulation has been so strong lately." The magazine is also pressing to restore palletization discounts eliminated in the latest rate case, and to create favorable rules on polybagging.

Although Time Inc.'s total postage bill will be $46 million higher this year than last, the company will not raise subscription prices on any of its magazines, says spokesperson Michael Luftman. Plans are to reduce mailing costs through presorting and greater use of nine-digit Zip Codes.—*M.G.*

Making haste with color photos

PC-based system allows color photo previewing from remote locations; cuts handling liability

A new color photo transmission system is shaving hours—even as much as a day—off the critical production schedule of weekly *U.S. News & World Report*. What's more, the system reduces the need to handle hundreds of freelance photographs each week.

The system, developed by National Digital Corp., Falls Church, Virginia, allows a photographer or photo editor at a remote location to scan a number of color transparencies into a personal computer-based system, at a rate of about one per minute, and transmit that digital data over normal telephone lines to a base operation. Photo editors can then view the low-resolution photographs (512 by 400 pixels) on a color monitor, individually or several at a time. The monitor reproductions are accurate enough to make critical decisions about composition, color quality and so forth, says Frank Scott, vice president, technology, at Publishers Phototype International (PPI), which handles pre-press operations for *U.S. News*.

In practice, *U.S. News* uses the system only for previewing photos. The weekly has one remote station set up in its New York City bureau, where a majority of its editorial is generated. Photo editors in Washington, D.C., select photos from the preview system and indicate to New York which trans-

computer language. That will enable smoother, faster and more accurate integration of all the elements, Scott explains.

U.S. News may begin the conversion as early as this summer. In this way the art, editorial and design departments will be comfortable with the computer systems by the time the PostScript link becomes available. The whole operation will then switch to a direct-to-film system.—*P.F.*

International mailers desert USPS

Faced with 40% postage hikes, publishers switch to private carriers

Publishers with overseas subscribers are planning a mass exodus from USPS international service, now that surface mail rates for periodicals have jumped an average 39.5 percent. Those publishers are finding a new appeal in costly, but speedy, private air carriers.

At press time, the Association of Business Publishers (ABP) was asking members to consider pooling mailings and using a private service in order to gain greater price leverage, notes Stephen Feldman, an attorney representing ABP. Meanwhile, the Association is taking up a legal fight against the Postal Service: "We are trying to get the rates rescinded or declared illegal," he says. Because ABP is in litigation, Feldman could give no additional details about ABP's position.

The cost of sending a one-pound journal via surface mail has jumped from $.96 to $1.34, causing publishers who print at Waverly Press to ask about alternatives, explains Jo Ann Malpass, corporate postal freight coordinator. The printer has about 200 clients, many with foreign subscribers. "We are getting calls from several customers," she says, "who are asking: Are these the true rates? If so, should I be changing to another system?"

Higher price, better service

Even with the postal rate increase, most private carriers remain more expensive than USPS surface mail. KLM Publication Distribution Service, for example, may charge twice as much as surface rates, or $2.50, to deliver a one-pound publication, estimates Herman Danz, director of the publication distribution service. This includes air transport and other handling.

New international surface rates

Effective 4/3/88

	Rate to all countries
Weight not over	
1 ounce	$ .20
4 ounces	.50
10 ounces	.92
16 ounces	1.34
2 pounds	2.30
3 pounds	3.20
4 pounds	4.10
Each additional pound over 4 pounds	.90

Source: U.S. Postal Service

***Legal action** is the Association of Business Publishers' answer to new Postal Service rate increases nearing 40 percent for publishers' periodicals.*

Even so, the appeal of private carriers is faster delivery: KLM's delivery to Europe takes three to five days, says Danz. Periodicals shipped via the Postal Service's surface mail, on the other hand, might take four weeks to Europe and six to eight weeks to Japan, says Malpass.

Meanwhile, the Postal Service's International Surface Air Lift (ISAL) did not see a rate increase. ISAL delivery of a one-pound publication can take 10 to 14 days and cost from $2.85 to $3.90. The Postal Service's Air Printed Matter rates, which have increased, now range from $3.08 to $8.28 for a one-pound magazine, depending on the destination.

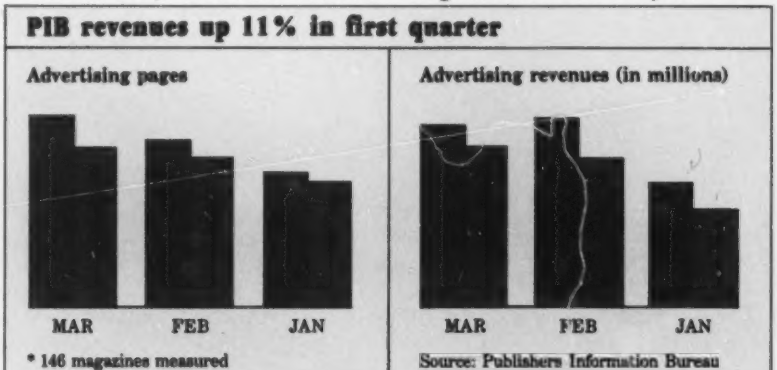
The American Chemical Society (ACS) switched to private carriers several years ago, anticipating that postal rates would increase, according to staff associate Norman Favin, who also heads the Graphic Communications Association's international committee. ACS has 22 publications with substantial foreign circulations.

Mailers speculate that the dramatic increase is tied to anticipated increases in U.S. dues to the United Postal Union (UPU), which will meet next year. Each of the 160 countries in the UPU pays dues to reimburse foreign administrations for moving other countries' mail. Magazines sent from the United States to Germany, for example, pay U.S. postage, even though the German mail system handles local delivery.

Mailers expect a hefty dues hike for the United States, which exports more mail than other countries. In fact, since 1980, dues for the United States have gone up 400 percent, says Duane C. Redic, principal economist for the Postal Service's office of rates. In 1985, the last time surface rates increased, dues went up 30 percent.

U.S. publishers argue, however, that foreign postal services are taking advantage of the United States. Raising dues, says one source, "is an easy way for third world nations, which don't generate a lot of outgoing mail, to generate revenues."—*J.A.*

PIB revenues up 11% in first quarter



* 146 magazines measured

Source: Publishers Information Bureau

Revenues in first quarter 1988 outpaced all other first quarters. The 155 magazines monitored by Publishers Information Bureau racked up $1.312 billion, an 11.3 percent increase over first quarter 1987.

FOLIO:'s 1988

Advertising sales compensation survey

This year's complete run-down of who's earning what in ad sales, analyzed by job title, frequency, area and more

ROBERT M. STEED

Magazine salespeople are an inherently optimistic lot. And, in general, the respondents to FOLIO:'s third annual ad sales compensation survey are no exception. As can be seen from the quotations accompanying this article, most bullishly believe 1988 will be better than 1987 for ad sales. This view is consistent, although certainly not universal, across all types of magazines, all regions, and all job categories.

On a personal level, they expect their optimism to be reflected in their pay checks—projecting bonus increases over 1987 ranging from 8 percent for ad sales directors (who have been through the wars before) to 21 percent for ad sales people and 24 percent for branch/category managers.

This survey, which gives the complete run-down on salaries and total compensation for ad sales directors, managers and salespeople, yields some other important findings:

- There is a clear correlation between magazine size—measured by ad revenue, pages or circulation—and compensation, not only for a director or manager, but also for an individual salesperson.
- Women continue to earn between 60 percent and 70 percent of the salary of their male counterparts, except for branch/category managers, where women's salaries are 92 percent of men's and where their total compensation is actually slightly higher.
- Bonus or commission is a significant portion of total compensation; for people receiving both salary and bonus (90 percent of the total sample), the bonus is between 32 percent and 40 percent of the total. And the salaries of those who don't receive a bonus don't make up for the difference—those people are simply paid less.
- Where the incentive is based on commission, in whole or in part, it is generally higher than where it is based on a broader bonus formula. But the salary of salespeople paid on commission is typically lower, and thus there is little difference in total compensation between them and people paid a sales bonus.

Robert M. Steed is managing director of Human Resource Services, Inc., a Manhattan-based firm providing a broad range of consulting services, including executive search, to the communications, consumer packaged goods and financial services industries. Before joining HRS, he was vice president and director of personnel of Time Inc.

Ad sales directors

Ad sales directors who responded to the survey are generally from smaller magazines (*e.g.*, only 11 percent work on magazines with over $8 million in revenue, while over 25 percent from the other job categories work on those larger publications). Because magazine size and compensation are directly related, this skew makes ad sales directors' salaries and total compensation appear low relative to the other job categories. Examining the data in finer detail, however, confirms that they earn substantially more than their counterparts in virtually every size ranking.

Directors average $52,042 in salary and $81,512 in salary plus bonus. Those on consumer magazines earn slightly more than their business magazine counterparts. Overall, the spread from top to bottom is very high—the top one-third average three times the compensation of the bottom one-third in both salary and total compensation.

For directors, at least, the Northeast is the place to work—those in that area of the country earn $62,375 in salary and $93,053 in total compensation, far more than their counterparts elsewhere.

The total compensation of women

ad directors is only two-thirds of that of their male counterparts—$62,948 versus $95,362; indeed, total compensation of female ad directors is less than that of ad managers and branch/category managers. This outcome may reflect factors such as length of time in the industry or the size of the magazines on which these women work. Because this survey can examine only one variable at a time (see box on methodology), it is not possible to determine whether that is the case.

There is a clear relationship between experience and compensation. Ad directors with up to three years in the industry earn $33,075 in salary and $55,670 in salary plus bonus; those with over 20 years earn $57,833 in salary (surprisingly, that is $10,000 less than those with 11 to 20 years) and $118,000 in total compensation.

There is an equally clear relationship between the size of the ad sales department and compensation. Those who supervise one person or none earn half as much, in salary and total compensation, as those who supervise 10 or more. Although we can't tell for sure, it stands to reason that ad directors who supervise small staffs are often those with little time in the industry.

Those ad directors are also probably working on smaller magazines. And, not surprisingly, compensation increases as magazine size increases—whether size is measured by ad revenue, pages or circulation. For example:

- Ad directors on magazines with less than $1 million in ad revenue earn $37,338 in salary, while where ad revenue is $20 million or more, salary is two and one-half times as large at $91,750. The same pattern holds for total compensation, which moves from $50,235 on the smallest magazines to $124,000 on the largest.
- Where estimated ad pages for 1988 are less than 500, total compensation is $56,933; where estimated ad pages are more than 1,000, total compensation almost doubles, to $100,178.
- Ad directors on magazines with less than 50,000 circulation earn $42,871 in salary and $65,451 in total compensation; those on magazines with a circulation over 500,000 take home $91,000 in salary and $120,444 in salary plus bonus.
- Those on weeklies and biweeklies earn slightly more than those on monthlies. But ad directors of publications with other frequencies trail far behind.

Ad sales managers

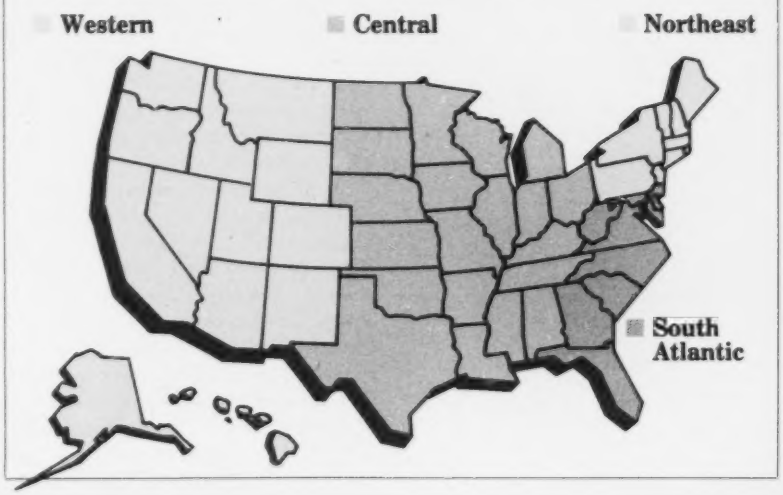
The patterns described above are generally repeated among ad sales managers (defined as the number-two job in the advertising department), although there are a few interesting variations. Managers average $46,744 in salary and $72,286 in total compensation—fairly close to the averages for directors because there are proportionately more ad manager respondents from larger magazines. As with directors, consumer magazine managers outearned their business counterparts. And the top one-third earned well over three times the bottom one-third.

Regional differences are much narrower. The Northeast again leads in salary, at $52,925, with the South Atlantic trailing at $38,333. But on total compensation all regions are virtually identical—except for the Central, which trails the rest of the country by about $7,500.

Furthermore, although the salary of female ad managers is only 62 percent of men's, they receive almost the same amount in bonuses. Thus their total compensation rises to 75 percent of their male peers—$60,729 versus $81,248.

Experience is important for managers too—and the impact is striking. Managers with three years or less experience earn $25,783 in salary and $39,344 in total compensation; those with four to 10 years' experience jump

The regions have been divided as follows:



Using the numbers

It is important to use the salary information in this survey cautiously. In many instances there were not enough respondents in certain cells to allow valid conclusions to be reached. For this reason, FOLIO: is publishing the number of respondents in each cell (shown in parentheses). In addition, not all respondents answered all questions. Therefore, the total number of respondents in the "average" column of a chart, for example, is not necessarily the sum of the subcategories.

The survey also compares only one variable at a time. For example, ad sales directors in the Northeast earn higher salaries than their peers in other regions—but are those in the Northeast who participated in the survey working on larger circulation magazines? Are they the ones with the most experience? The survey methodology does not enable these multiple variables to be analyzed.

Last, one should be extremely cautious about comparing the data in this survey with data from prior years. FOLIO: has restructured its sample by eliminating the requirement that a fixed percentage be drawn from magazines with total revenues of $5 million or more. Also, those who responded to this survey may well come from a different mix of magazines—especially related to size—than respondents to prior surveys. More important, for the first time, FOLIO: is combining salary and bonus for those reporting both types of compensation in order to give a truer picture of total compensation for sales personnel.

to $45,673 in salary and $70,719 in salary plus bonus. Compensation continues to increase above 10 years, but not as dramatically.

The salary of managers who supervise one person or none is $37,710, rising steadily to $66,500 for those who supervise more than 10. But this pattern is true only for consumer publications; salaries of ad managers on business magazines decline steadily as the size of the department grows.

Total compensation of managers in the smallest departments is $73,780, which is $8,000 more than the pay of those who supervise two to five people, and almost equal to the total compensation of those who supervise more than 10. This probably reflects the fact that ad sales managers in these small departments are often senior sales professionals with heavy direct sales responsibility.

The direct relationship between the size of a manager's magazine and his or her earnings remains constant. The salary of managers on magazines with up to $1 million in ad revenue is $29,494, and it rises steadily to $74,393 for those on magazines with over $20 million in ad revenue. Total compensation repeats the pattern, moving from $45,136 to $100,714. Because ad revenue is largely a function of pages and circulation, compensation also increases as those two criteria increase.

Last, managers on weeklies and biweeklies earn substantially more than those on monthlies. Thus, managers on weeklies and biweeklies earn a salary of $61,786 and a total compensation of $104,792. The comparable figures for managers on monthlies are $45,834 and $70,988.

Branch/category managers

This group is made up of managers with responsibility for geographic areas (typically away from headquarters) or advertising categories. In several respects, their compensation shows significant variations from those of directors and ad managers.

Branch/category managers average $52,463 in salary and $75,262 in total compensation, in each case more than ad managers. Indeed, those figures are virtually identical to ad directors—because there was a substantially greater proportion of branch or category managers from large magazines who responded to the survey. The highest paid one-third in this job category earn only about double the bottom one-third in both salary and total compensation, versus more than three times in the others.

In this job category, it apparently helps *not* to be in the Northeast—perhaps because so many headquarters operations are there. The Central region leads in salary at $55,590, with the Northeast in third place at $50,000. And the Northeast is dead last in total compensation, about $20,000 behind the other three regions, which are tightly bunched in the low $80,000s.

Hearteningly, the average salary of female managers in this group is $49,704, not far off the pace for men, which stands at $54,050. And women's total compensation is actually a shade higher—$76,885 versus $74,408. It's not possible to determine the reason for this, or, what is more important, whether it presages a closing of the salary gap in other categories in the future.

Experience is still important, with salary rising from $37,690 for those with three years' or less experience to $63,818 for those with more than 20. Salary plus bonus is $55,690 for the newest branch/category managers and $99,850 for those with 11 to 20 years in the business; but then it drops to $82,750 for those with over 20 years.

Reflecting the fact that the primary responsibility of these jobs is sales, the size of the department has little impact. Those who supervise one person or none earn about the same. And for them, salary is only about $5,000 less than for those who supervise more than one person; total compensation, however, is about $17,000 less.

Even size of the magazine, while still significant, has a lower impact in this job category than it does for directors and ad managers. For example:

- Salaries for people in this group who work on magazines with less than $1 million in ad revenue average $42,417, moving up to $61,425 for magazines with over $20 million in ad revenue—a difference of less than 50 percent. The comparable figures for total compensation are $59,900 and $92,300, a difference of slightly over 50 percent. By contrast, for ad directors and managers, the difference between the smallest and largest magazines is 150 percent.
- Ad pages, too, make less of a difference. Average salary for those on magazines with under 500 pages is $50,450, versus $56,958 where pages are over 1,000. Total compensation moves from $65,900 to $83,516. Not surprisingly, a similar pattern emerges comparing small circulation magazines with larger ones.
- And, once again, people on

weeklies and biweeklies outpace their counterparts on monthlies—in salary, $59,213 to $52,319, and in total compensation, $83,300 to $76,511. Those on magazines with other frequencies lag further behind, at $42,200 and $60,300.

Ad sales people

The ad sales person is the one who gets the job done in the trenches. And with a strong, well-positioned product and the application of energy, intelligence and sales savvy, earnings can be substantial. Ad sales people in FOLIO:'s survey average $33,711 in salary and $54,026 in salary plus bonus. Perhaps more telling, the highest paid one-third earn a salary of $53,555 and a total compensation of $87,518—over three times the earnings of the bottom one-third.

As opposed to all other categories, ad sales people on business magazines earn substantially more than their consumer counterparts—$36,635 versus $24,761 in salary, and $60,803 versus $36,765 in total compensation. This is probably a result of the mix of people who responded to the survey, for the consumer respondents had a much higher proportion of people from smaller magazines, those with less experience, and females.

For ad sales people, experience is a prime determinant of salary, with those having three years' or less experience earning about half in salary and total compensation of those with more than 10 years' experience. And women earn only about two-thirds what men earn—$26,800 in salary as opposed to $39,910, and $43,295 versus $63,752 in total compensation.

Ad sales people in the Northeast and Central regions are about equal in salary, with the South Atlantic and West trailing badly. But the South Atlantic comes out first in total compensation, with the Northeast and Central in the middle and the West still a distant fourth.

The size of the magazine is important for ad sales people, as it is for directors and ad managers. But the impact of size on compensation shows up in different ways. People working on magazines with under 500 ad pages earn about the same as those where pages are 500 to 1,000. But if the magazine is over 1,000 pages, salary jumps from about $31,500 to almost $40,000, and total compensation jumps from about $46,600 to $66,600. On the other hand, if circulation is under 50,000, total compensation averages $42,726; but whether circulation is 50,000 to 500,000 or over 500,000, total compensation still averages in the low $60,000s.

Ad revenue remains the best touchstone. Salaries of ad sales people move progressively from $18,209 for those on magazines with under $1 million in ad revenue, to $50,520 for those on magazines with ad revenue between $8 million and $20 million; the comparable figures for total compensation are $28,869 and $84,732. Oddly, however, both salary and total compensation drop about 10 percent for those on magazines with over $20 million in ad revenue.

> "This may suggest that business magazines have compensation systems that are more leveraged."

Ad sales bonuses/commissions

FOLIO: has included a new chart this year that details bonus or commission payments by job title. Because incentive payments play such a major role in sales compensation—averaging one-third or more of total compensation in all job categories—this chart can help clarify both the differences between categories and some of the differences within categories based on magazine size or individual experience, and so on.

For example, while consumer magazines pay more than business magazines on both salary and total compensation levels in all job categories (except ad sales people), bonuses or commissions are larger on business magazines in every case—except for branch/category managers. This may suggest that business magazines have compensation systems that are more leveraged.

It is also interesting to note that, while there is a steady upward trend in the overall average amount of bonuses from ad sales person to ad sales director, that trend disappears within some of the breakdowns. For example, ad sales managers at magazines with under $1 million in revenue average $22,864 in bonus, compared with $17,195 for ad sales directors.

An optimistic outlook

This chart also demonstrates the optimism for which salespeople are renowned. They project as much as a 24 percent increase in bonus for 1988 compared with what they received in 1987—an increase that will occur only if 1988 is an excellent year for magazine advertising. Let's hope that's how it turns out.□

Methodology

Four hundred sixty-five of the 1,095 ad sales professionals who received questionnaires responded to FOLIO:'s third annual ad sales salary survey, resulting in a response rate of 42.5 percent. Of the total responses, 437 contained sufficient information to be used for tabulation. The survey was conducted in January through two mailing efforts. Participants were asked to supply data reflecting 1988 earnings; if exact figures were unavailable, they were requested to estimate.

In some cases, respondents did not give an exact bonus or commission figure, but gave an expected range instead. Here the mean was used for tabulation. For example, if an ad sales professional indicated that his or her annual bonus/commission would be between $10,000 and $12,000, the arithmetic mean of $11,000 was used as that respondent's expected bonus/commission for the year.

The sample was evenly divided among the four categories of sales professionals. Each category was also evenly divided between consumer and business publications. A job description has been included with each compensation chart. These descriptions were printed on the questionnaire; respondents were asked to mark the description that most accurately reflected their duties.

Ad sales director: Salary

"Aggressive sales training, marketing support and promotional activities will make '88 better. Economy looks good, and our market outlook is very bright."

—Ad sales director in the Northeast earning almost $80,000 in salary and bonus/commission.

"1988 will be better—I'm new. I was hired to make it better."

—Ad sales director with more than 10 years' experience, earning about $150,000 in salary and bonus/commission.

"We've managed to make more advertisers feel that we are a necessity instead of a luxury."

—Ad sales director in the South earning about $30,000 in salary and bonus/commission working on a monthly consumer title.

Advertising sales director (in some cases may have the title of publisher): top ad sales executive; manages ad sales department; sets policies and procedures; is responsible for reaching goals and quotas; hires and trains personnel.

Average salaries (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$52,042 (130)	11.6%
Business	50,167 (70)	8.0
Consumer	54,409 (58)	14.3
Top one-third	$82,477 (43)	
Middle one-third	48,559 (43)	
Bottom one-third	25,702 (44)	

	Average	Average business	Average consumer
By region:			
Northeast	$62,375 (53)	$56,865 (26)	$68,360 (26)
South Atlantic	46,859 (17)	40,800 (7)	51,444 (9)
Central	46,100 (37)	49,096 (26)	39,018 (11)
Western	41,877 (22)	42,827 (11)	40,927 (11)
By years in the business:			
Up to 3 years	$33,075 (28)	$30,473 (15)	$36,077 (13)
4-10	52,725 (61)	50,826 (31)	55,093 (28)
11-20	68,166 (28)	64,233 (15)	72,704 (13)
Over 20	57,833 (12)	61,875 (8)	49,750 (4)
By no. of employees supervised:			
None/one	$34,020 (15)	$32,033 (9)	$37,000 (6)
2-5	48,122 (58)	51,884 (32)	43,312 (25)
6-10	55,989 (35)	53,030 (20)	60,643 (14)
More than 10	68,384 (22)	55,833 (9)	77,073 (13)
By sex:			
Female	$41,599 (58)	$39,721 (28)	$42,948 (28)
Male	60,454 (72)	57,131 (42)	65,107 (30)
By ad revenue:†			
Up to $999,999	$37,338 (44)	$38,536 (22)	$36,139 (22)
$1 million-$2,999,999	52,876 (42)	54,223 (26)	50,688 (16)
$3 million-$7,999,999	64,783 (24)	62,777 (13)	67,155 (11)
$8 million-$19,999,999	71,889 (9)	57,000 (5)	90,500 (4)
$20 million and over	91,750 (4)	70,000 (1)	99,000 (3)
By ad pages:†			
Up to 499	$38,143 (41)	$36,591 (23)	$39,614 (18)
500-999	58,522 (45)	56,100 (25)	61,550 (20)
1,000 and over	60,011 (27)	56,585 (13)	63,193 (14)
By circulation:†			
Up to 49,999	$42,871 (55)	$45,861 (38)	$36,188 (17)
50,000-499,999	53,992 (58)	55,276 (29)	52,709 (29)
500,000 and over	91,000 (9)	0 (0)	91,000 (9)
By frequency:†			
Weekly/biweekly	$57,433 (18)	$51,789 (9)	$63,078 (9)
Monthly	54,135 (82)	52,552 (50)	56,609 (32)
Other	43,377 (28)	39,000 (10)	45,679 (17)

†Refers to the largest revenue producing magazine on which respondent works

Ad sales director: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$81,512 (110)	9.1%
Business	80,560 (58)	15.7
Consumer	81,252 (51)	2.8
Top one-third	$127,694 (36)	
Middle one-third	75,243 (37)	
Bottom one-third	42,848 (37)	

	Average	Average business	Average consumer
By region:			
Northeast	$93,053 (47)	$87,391 (23)	$96,239 (23)
South Atlantic	80,805 (15)	90,900 (6)	74,075 (9)
Central	65,769 (26)	70,778 (18)	54,500 (8)
Western	75,943 (21)	76,645 (11)	75,170 (10)
By years in the business:			
Up to 3 years	$55,670 (23)	$51,325 (12)	$60,409 (11)
4-10	80,063 (56)	77,379 (28)	80,256 (27)
11-20	100,839 (22)	99,167 (12)	102,845 (10)
Over 20	118,000 (8)	132,000 (5)	94,667 (3)
By no. of employees supervised:			
None/one	$53,562 (13)	$50,967 (6)	$55,786 (7)
2-5	76,755 (48)	81,411 (27)	70,768 (21)
6-10	89,276 (33)	86,321 (19)	88,923 (13)
More than 10	102,484 (16)	88,083 (6)	111,125 (10)
By sex:			
Female	$62,948 (47)	$61,736 (22)	$60,432 (24)
Male	95,362 (63)	92,064 (36)	99,759 (27)
By ad revenue:†			
Up to $999,999	$50,235 (31)	$46,592 (12)	$52,537 (19)
$1 million-$2,999,999	84,449 (40)	87,352 (25)	79,612 (15)
$3 million-$7,999,999	96,414 (22)	93,892 (13)	100,056 (9)
$8 million-$19,999,999	121,667 (9)	111,200 (5)	134,750 (4)
$20 million and over	124,000 (3)	0 (0)	124,000 (3)
By ad pages:†			
Up to 499	$56,933 (33)	$55,418 (17)	$58,544 (16)
500-999	87,333 (41)	82,727 (22)	92,667 (19)
1,000 and over	100,178 (23)	102,217 (12)	97,955 (11)
By circulation:†			
Up to 49,999	$65,451 (43)	$70,817 (30)	$53,067 (13)
50,000-499,999	88,075 (53)	92,962 (26)	83,370 (27)
500,000 and over	120,444 (9)	0 (0)	120,444 (9)
By frequency:†			
Weekly/biweekly	$87,079 (14)	$83,289 (9)	$93,900 (5)
Monthly	85,952 (72)	85,863 (41)	86,070 (31)
Other	62,077 (22)	51,357 (7)	67,080 (15)

*Salary plus bonus/commission; excludes people receiving salary only
†Refers to the largest revenue producing magazine on which respondent works

"It'll be somewhat harder based on late budgets from clients, and there are too many magazines giving away space for free."

—Ad sales director working on a monthly business publication with a circulation of 350,000.

"Two of our publications will be down this year because the travel industry will be hurt by recession. And two will be up because they are new and have excellent growth potential."

—Ad sales director in the West with less than five years' experience, earning roughly $60,000 in salary and bonus/commission.

Ad sales manager: Salary

"For the publication it will be an up year. For me personally a down year because of cutbacks in ad budgets in my territory."

—Ad sales manager with almost 20 years' experience working on a business monthly.

"I think '88 sales will be about even with '87's. The positive effects of the election and Olympics will be offset by the price cutting wars and discount plans. We are reaching a point where the supply of magazines is overtaking the demand from advertisers."

—Ad sales manager in the Northeast working for a consumer weekly with more than three million circulation.

Ad sales manager: generally the second level of management in ad sales department; reports to director or publisher; has management but not policy responsibility for personnel within the department.

Average salaries (The number of respondents is in parentheses.)		**% increase from '87 to '88**
All respondents	$46,744 (96)	11.1%
Business	42,476 (45)	9.8
Consumer	51,826 (49)	12.2
Top one-third	$75,703 (32)	
Middle one-third	43,906 (32)	
Bottom one-third	20,624 (32)	

	Average	Average business	Average consumer
By region:			
Northeast	$52,925 (28)	$56,333 (12)	$52,287 (15)
South Atlantic	38,333 (9)	33,833 (6)	47,333 (3)
Central	42,447 (35)	35,543 (21)	55,712 (13)
Western	48,954 (24)	47,667 (6)	49,383 (18)
By years in the business:			
Up to 3 years	$25,783 (20)	$23,185 (13)	$30,609 (7)
4-10	45,673 (49)	45,381 (21)	48,015 (26)
11-20	62,571 (14)	66,833 (6)	59,375 (8)
Over 20	65,985 (13)	51,200 (5)	75,225 (8)
By no. of employees supervised:			
None/one	$37,710 (27)	$44,000 (14)	$32,263 (12)
2-5	45,283 (47)	42,336 (22)	48,971 (24)
6-10	58,875 (16)	41,714 (7)	72,222 (9)
More than 10	66,500 (6)	36,000 (2)	81,750 (4)
By sex:			
Female	$34,862 (43)	$28,494 (17)	$39,722 (25)
Male	56,385 (53)	50,964 (28)	64,433 (24)
By ad revenue:†			
Up to $999,999	$29,494 (18)	$31,308 (13)	$27,225 (4)
$1 million-$2,999,999	40,918 (31)	41,627 (15)	40,254 (16)
$3 million-$7,999,999	52,367 (15)	50,125 (8)	54,929 (7)
$8 million-$19,999,999	56,571 (7)	53,250 (4)	61,000 (3)
$20 million and over	74,393 (14)	75,000 (2)	74,292 (12)
By ad pages:†			
Up to 499	$34,036 (25)	$35,000 (14)	$34,590 (10)
500-999	51,902 (32)	43,857 (14)	60,309 (17)
1,000 and over	50,863 (27)	49,364 (11)	51,894 (16)
By circulation:†			
Up to 49,999	$33,558 (34)	$34,976 (25)	$31,445 (8)
50,000-499,999	47,084 (38)	52,158 (19)	43,144 (18)
500,000 and over	64,741 (22)	46,000 (1)	65,633 (21)
By frequency:†			
Weekly/biweekly	$61,786 (14)	$54,000 (8)	$83,600 (5)
Monthly	45,834 (73)	40,194 (33)	51,227 (39)
Other	30,733 (9)	38,250 (4)	24,720 (5)

†Refers to the largest revenue producing magazine on which respondent works

Ad sales manager: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$72,286 (87)	12.1%
Business	70,730 (42)	8.4
Consumer	74,050 (44)	15.8
Top one-third	$112,724 (29)	
Middle one-third	69,303 (29)	
Bottom one-third	34,829 (29)	

	Average	Average business	Average consumer
By region:			
Northeast	$75,504 (28)	$82,715 (13)	$69,914 (14)
South Atlantic	73,750 (8)	68,000 (5)	83,333 (3)
Central	67,754 (28)	62,311 (18)	77,550 (10)
Western	73,376 (23)	72,292 (6)	73,759 (17)
By years in the business:			
Up to 3 years	$39,344 (17)	$36,488 (12)	$46,200 (5)
4-10	70,719 (43)	73,917 (18)	68,767 (24)
11-20	93,420 (15)	99,538 (8)	86,429 (7)
Over 20	98,150 (12)	101,500 (4)	96,475 (8)
By no. of employees supervised:			
None/one	$73,780 (22)	$88,250 (11)	$59,309 (11)
2-5	65,776 (46)	62,973 (22)	68,709 (23)
6-10	92,917 (12)	80,250 (6)	105,583 (6)
More than 10	75,000 (7)	44,333 (3)	98,000 (4)
By sex:			
Female	$60,729 (38)	$52,685 (13)	$65,117 (24)
Male	81,248 (49)	78,819 (29)	84,770 (20)
By ad revenue:†			
Up to $999,999	$45,136 (18)	$45,789 (14)	$37,133 (3)
$1 million-$2,999,999	63,196 (25)	64,509 (11)	62,164 (14)
$3 million-$7,999,999	79,385 (13)	77,875 (8)	81,800 (5)
$8 million-$19,999,999	92,357 (7)	99,000 (4)	83,500 (3)
$20 million and over	100,714 (14)	140,000 (2)	94,167 (12)
By ad pages:†			
Up to 499	$49,100 (24)	$49,929 (14)	$46,600 (9)
500-999	76,625 (26)	67,932 (11)	83,000 (15)
1,000 and over	86,592 (25)	90,700 (10)	83,853 (15)
By circulation:†			
Up to 49,999	$54,160 (31)	$53,325 (22)	$55,725 (8)
50,000-499,999	80,885 (34)	89,875 (20)	68,043 (14)
500,000 and over	83,715 (20)	0 (0)	83,715 (20)
By frequency:†			
Weekly/biweekly	$104,792 (12)	$99,250 (8)	$115,875 (4)
Monthly	70,988 (65)	66,540 (29)	74,989 (35)
Other	41,710 (10)	49,400 (5)	34,020 (5)

*Salary plus bonus/commission; excludes people receiving salary only
†Refers to the largest revenue producing magazine on which respondent works

"Quality-oriented magazines will have a better year. There's more emphasis on 'added-value' benefits for advertisers."

—Ad sales manager in the Northeast with more than 20 years' experience, earning about $90,000 in salary and bonus/commission.

" '88 will be even. Everyone is playing it close to the vest—month by month."

—Ad sales manager in the Midwest with 30 years' experience working on a business publication with a circulation of 100,000.

"We're really growing. Every issue is a record-breaker. There is a lot of overall growth in our category, too."

—Ad sales manager in the Northeast working on a consumer publication with a circulation of 225,000.

Branch/category manager: Salary

"My magazine is hot. And magazines in general will do better because TV is overpriced in this Olympics/ election year."

—Ad sales branch/category manager in the Midwest working on a consumer monthly, earning salary and bonus/commission of roughly $90,000.

"We're going to kick the competition's butt this year."

—Ad sales branch/category manager in the Midwest with 25 years' experience, earning more than $100,000 in salary and bonus/ commission.

"In general, '88 will be worse, but not for vertical books. Special interest and trades will do better. Advertisers will be more concerned with target markets than mass markets."

—Ad sales branch/category manager in the Northeast earning approximately $80,000 in salary and bonus/commission.

Branch/category manager: responsible for selling ad pages in specific areas or to accounts from specific categories (liquor, tobacco, cosmetics, etc.); may supervise some staff.

Average salaries (The number of respondents is in parentheses.)

		% increase from '87 to '88
All respondents	$52,463 (63)	9.4%
Business	44,442 (26)	14.7
Consumer	58,100 (37)	6.7
Top one-third	$70,810 (21)	
Middle one-third	52,214 (21)	
Bottom one-third	34,367 (21)	

	Average	Average business	Average consumer
By region:			
Northeast	$50,000 (23)	$41,818 (11)	$57,500 (12)
South Atlantic	48,360 (5)	47,167 (3)	50,150 (2)
Central	55,590 (21)	50,000 (8)	59,031 (13)
Western	53,286 (14)	38,500 (4)	59,200 (10)
By years in the business:			
Up to 3 years	$37,690 (10)	$43,167 (6)	$29,475 (4)
4-10	48,671 (28)	40,083 (12)	55,113 (16)
11-20	61,679 (14)	44,500 (5)	71,222 (9)
Over 20	63,818 (11)	64,333 (3)	63,625 (8)
By no. of employees supervised:			
None	$51,138 (29)	$44,714 (14)	$57,133 (15)
One	50,500 (11)	44,500 (5)	55,500 (6)
More than one	55,074 (23)	43,857 (7)	59,981 (16)
By sex:			
Female	$49,704 (23)	$42,000 (6)	$52,424 (17)
Male	54,050 (40)	45,175 (20)	62,925 (20)
By ad revenue:†			
Up to $999,999	$42,417 (6)	$25,667 (3)	$59,167 (3)
$1 million-$2,999,999	44,640 (10)	43,400 (5)	45,880 (5)
$3 million-$7,999,999	53,100 (10)	50,125 (8)	65,000 (2)
$8 million-$19,999,999	55,167 (6)	48,333 (3)	62,000 (3)
$20 million and over	61,425 (16)	54,250 (2)	62,450 (14)
By ad pages:†			
Up to 499	$50,450 (10)	$39,875 (4)	$57,500 (6)
500-999	48,378 (18)	42,400 (5)	50,677 (13)
1,000 and over	56,958 (26)	51,250 (12)	61,850 (14)
By circulation:†			
Up to 49,999	$43,300 (10)	$46,778 (9)	$12,000 (1)
50,000-499,999	45,225 (24)	41,733 (15)	51,044 (9)
500,000 and over	61,493 (28)	54,250 (2)	62,050 (26)
By frequency:†			
Weekly/biweekly	$59,213 (16)	$53,556 (9)	$66,486 (7)
Monthly	52,319 (37)	40,850 (10)	56,567 (27)
Other	42,200 (10)	37,857 (7)	52,333 (3)

†Refers to the largest revenue producing magazine on which respondent works

Branch/category manager: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$75,262 (58)	11.7%
Business	66,021 (24)	15.3
Consumer	81,785 (34)	9.7
Top one-third	$106,174 (19)	
Middle one-third	73,763 (19)	
Bottom one-third	47,320 (20)	

	Average	Average business	Average consumer
By region:			
Northeast	$63,167 (21)	$61,200 (10)	$64,955 (11)
South Atlantic	84,700 (4)	69,833 (3)	129,300 (1)
Central	82,270 (20)	73,071 (7)	87,223 (13)
Western	81,115 (13)	62,875 (4)	89,222 (9)
By years in the business:			
Up to 3 years	$55,690 (10)	$65,167 (6)	$41,475 (4)
4-10	70,796 (28)	58,833 (12)	79,769 (16)
11-20	99,850 (10)	72,500 (3)	111,571 (7)
Over 20	82,750 (10)	90,000 (3)	79,643 (7)
By no. of employees supervised:			
None	$68,111 (27)	$59,607 (14)	$77,269 (13)
One	70,850 (10)	70,000 (5)	71,700 (5)
More than one	86,557 (21)	80,000 (5)	88,606 (16)
By sex:			
Female	$76,885 (20)	$66,667 (6)	$81,264 (14)
Male	74,408 (38)	65,806 (18)	82,150 (20)
By ad revenue:†			
Up to $999,999	$59,900 (5)	$50,667 (3)	$73,750 (2)
$1 million-$2,999,999	58,489 (9)	55,500 (4)	60,880 (5)
$3 million-$7,999,999	75,278 (9)	73,643 (7)	81,000 (2)
$8 million-$19,999,999	93,417 (6)	77,833 (3)	109,000 (3)
$20 million and over	92,300 (16)	84,250 (2)	93,450 (14)
By ad pages:†			
Up to 499	$65,900 (10)	$48,250 (4)	$77,667 (6)
500-999	72,206 (16)	59,875 (4)	76,317 (12)
1,000 and over	83,516 (25)	77,091 (11)	88,564 (14)
By circulation:†			
Up to 49,999	$61,950 (10)	$65,500 (9)	$30,000 (1)
50,000-499,999	69,245 (22)	63,[illegible]	77,433 (9)
500,000 and over	85,473 (26)	84,250 [illegible]	85,575 (24)
By frequency:†			
Weekly/biweekly	$83,300 (13)	$80,250 (8)	$88,180 (5)
Monthly	76,551 (35)	61,833 (9)	81,646 (26)
Other	60,300 (10)	55,143 (7)	72,333 (3)

*Salary plus bonus/commission; excludes people receiving salary only
†Refers to the largest revenue producing magazine on which respondent works

"The magazine I represent is a new, exciting, vital publication entering a somewhat stale arena. I expect strong growth."

—Ad sales branch/category manager in the Northeast working on a consumer monthly with 250,000 circulation.

"1988 will be better because of a return in strength of several categories that have been light advertisers for the past year or two, plus the election/Olympic year."

—Ad sales branch/category manager in the Midwest with 10 years' experience earning salary and bonus/commission of about $140,000.

Ad sales person: Salary

"I'm upbeat about the economy. But there's increased competition among advertisers."

—Ad sales person in the Northeast earning roughly $70,000 in salary and bonus/commission.

"I think this year will be slightly better than 1987 only because of our staff's work ethic. We'll extract more ad space via hard work—not due to better market conditions."

—Ad sales person from the Northeast with five years' experience, earning more than $35,000 in salary and bonus/commission.

"Our trade journal is new to the industry. I can't wait for it to take off! This will be a much better year."

—Ad sales person with less than a year's experience, earning approximately $10,000 in salary and roughly $25,000 in bonus/commission.

Advertising sales person (may be called account executive): calls on clients and agencies; makes presentations; maintains current accounts; develops new accounts.

Average salaries (The number of respondents is in parentheses.)		**% increase from '87 to '88**
All respondents	$33,711 (129)	8.2%
Business	36,635 (93)	7.3
Consumer	24,761 (35)	12.3
Top one-third	$53,555 (43)	
Middle one-third	30,886 (43)	
Bottom one-third	16,691 (43)	

	Average	**Average business**	**Average consumer**
By region:			
Northeast	$36,558 (53)	$37,646 (38)	$30,859 (14)
South Atlantic	28,418 (11)	37,000 (7)	13,400 (4)
Central	34,759 (40)	36,375 (33)	27,143 (7)
Western	26,874 (23)	32,854 (13)	19,101 (10)
By years in the business:			
Up to 3 years	$25,223 (57)	$27,594 (37)	$20,837 (20)
4-10	36,519 (50)	39,873 (39)	24,627 (11)
Over 10	49,318 (22)	48,882 (17)	44,750 (4)
By no. of employees under respondent's supervision:			
None	$33,869 (125)	$37,000 (91)	$23,989 (33)
One or more	28,750 (4)	20,000 (2)	37,500 (2)
By sex:			
Female	$26,800 (61)	$28,926 (37)	$23,522 (24)
Male	39,910 (68)	41,728 (56)	27,464 (11)
By ad revenue:†			
Up to $999,999	$18,209 (18)	$18,781 (12)	$17,067 (6)
$1 million-$2,999,999	32,647 (34)	33,855 (29)	25,641 (5)
$3 million-$7,999,999	37,243 (22)	40,045 (19)	19,500 (3)
$8 million-$19,999,999	50,520 (20)	50,906 (17)	35,000 (2)
$20 million and over	46,857 (7)	44,800 (5)	52,000 (2)
By ad pages:†			
Up to 499	$30,869 (29)	$33,433 (21)	$24,138 (8)
500-999	32,388 (35)	35,784 (22)	26,641 (13)
1,000 and over	39,954 (41)	43,879 (34)	20,886 (7)
By circulation:†			
Up to 49,999	$29,871 (47)	$32,944 (39)	$14,888 (8)
50,000-499,999	34,156 (68)	39,043 (49)	21,554 (19)
500,000 and over	44,645 (11)	47,275 (4)	43,143 (7)
By frequency:†			
Weekly/biweekly	$41,053 (19)	$44,053 (17)	$15,553 (2)
Monthly	33,225 (94)	35,435 (67)	25,924 (26)
Other	27,821 (14)	33,000 (8)	20,917 (6)

†Refers to the largest revenue producing magazine on which respondent works

Ad sales person: Total compensation

Average total compensation* (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$54,026 (122)	12.1%
Business	60,803 (83)	9.8
Consumer	36,765 (38)	21.7
Top one-third	$87,518 (40)	
Middle one-third	48,591 (41)	
Bottom one-third	26,787 (41)	

"Unfortunately, I see a downturn in ad sales. Clients seem uncertain as to the future. Many budgets are on hold, while others are cut. Schedules for '88 were late in coming."

—Ad sales person earning approximately $75,000 in salary and bonus/commission.

	Average	Average business	Average consumer
By region:			
Northeast	$54,761 (52)	$57,150 (37)	$41,824 (14)
South Atlantic	64,259 (11)	87,500 (6)	36,370 (5)
Central	54,500 (36)	62,000 (26)	35,000 (10)
Western	44,681 (21)	54,883 (12)	31,077 (9)
By years in the business:			
Up to 3 years	$39,033 (54)	$45,439 (31)	$30,399 (23)
4-10	60,861 (47)	66,918 (36)	41,036 (11)
Over 10	77,286 (21)	76,813 (16)	61,625 (4)
By no. of employees under respondent's supervision:			
None	$54,393 (119)	$61,118 (82)	$36,488 (36)
One or more	39,500 (3)	35,000 (1)	41,750 (2)
By sex:			
Female	$43,295 (58)	$52,255 (31)	$33,008 (27)
Male	63,752 (64)	65,899 (52)	45,987 (11)
By ad revenue:†			
Up to $999,999	$28,869 (16)	$30,333 (9)	$26,986 (7)
$1 million-$2,999,999	48,641 (32)	50,858 (26)	39,034 (6)
$3 million-$7,999,999	65,593 (20)	68,964 (18)	35,250 (2)
$8 million-$19,999,999	84,732 (19)	85,150 (16)	50,000 (2)
$20 million and over	77,929 (7)	83,800 (5)	63,250 (2)
By ad pages:†			
Up to 499	$46,628 (25)	$51,124 (17)	$37,075 (8)
500-999	46,702 (31)	53,597 (18)	37,156 (13)
1,000 and over	66,613 (43)	75,350 (34)	33,606 (9)
By circulation:†			
Up to 49,999	$42,726 (52)	$49,309 (37)	$26,486 (15)
50,000-499,999	61,007 (58)	69,467 (43)	36,752 (15)
500,000 and over	63,460 (10)	78,367 (3)	57,071 (7)
By frequency:†			
Weekly/biweekly	$74,486 (17)	$80,827 (15)	$26,928 (2)
Monthly	52,075 (90)	57,266 (61)	37,356 (28)
Other	42,089 (14)	48,714 (7)	35,464 (7)

"We'll have problems this year. Staff dissatisfaction has led to high turnover, low morale. We've seen constant rate hikes, but smaller commissions are being paid, and we get no bonuses or incentives."

—Ad sales person in the Northeast earning approximately $25,000 in commission only.

*Salary plus bonus/commission; excludes people receiving salary only
†Refers to the largest revenue producing magazine on which respondent works

Average annual bonus/commission

"We're a hot book with tremendous momentum as reflected by an avalanche of new contracts for 1988."

—Ad sales director with 32 years' experience, working on a business weekly, earning roughly $150,000 in salary and bonus/commission.

"For us '88 will be better. The regional business-to-business magazine concept is gaining momentum and is being accepted by larger companies that are looking to target a market on a more cost-effective basis."

—Ad sales director with more than 15 years' experience working on a business publication, earning more than $30,000 in salary only.

Average bonus/commission
(The number of respondents is in parentheses.)

		% increase from '87 to '88
Ad sales director	$30,384 (110)	7.6%
Ad sales manager	27,164 (87)	17.4
Branch/category manager	24,103 (58)	24.0
Ad sales person	21,418 (122)	21.6

	Ad sales director	Ad sales manager	Branch/ category manager	Ad sales person
By magazine type:				
Consumer	$27,616 (51)	$23,614 (44)	$26,000 (34)	$16,762 (38)
Business/professional	31,617 (58)	30,101 (42)	21,417 (24)	22,934 (83)
By incentive based on:				
Commission	$30,403 (67)	$33,565 (46)	$21,869 (21)	$23,107 (81)
Sales bonus	24,644 (33)	19,583 (30)	22,371 (29)	14,414 (32)
Both	54,389 (9)	21,175 (10)	36,250 (8)	36,286 (7)
By region:				
Northeast	$30,973 (47)	$26,957 (28)	$17,500 (21)	$19,000 (52)
South Atlantic	35,098 (15)	36,375 (8)	40,500 (4)	38,114 (11)
Central	20,558 (26)	26,668 (28)	26,150 (20)	20,819 (36)
Western	37,405 (21)	24,815 (23)	26,577 (13)	19,509 (21)
By years in the business:				
Up to 3 years	$22,035 (23)	$16,615 (17)	$18,000 (10)	$16,277 (54)
4-10	29,025 (56)	26,314 (43)	23,446 (28)	24,223 (47)
11-20	32,205 (22)	38,887 (15)	37,100 (10)	27,800 (15)
Over 20	60,250 (8)	30,500 (12)	19,050 (10)	29,750 (6)
By sex:				
Female	$23,169 (47)	$26,276 (38)	$29,125 (20)	$19,891 (58)
Male	35,767 (63)	27,852 (49)	21,461 (38)	22,801 (64)
By ad revenue:†				
Up to $999,999	$17,195 (31)	$22,864 (18)	$22,000 (5)	$15,844 (16)
$1 million-$2,999,999	34,304 (40)	24,748 (25)	13,889 (9)	16,375 (32)
$3 million-$7,999,999	32,455 (22)	25,731 (13)	20,722 (9)	27,525 (20)
$8 million-$19,999,999	49,778 (9)	35,786 (7)	38,250 (6)	32,658 (19)
$20 million and over	25,000 (3)	26,321 (14)	30,875 (16)	31,071 (7)
By ad pages:†				
Up to 499	$19,426 (33)	$21,813 (24)	$15,450 (10)	$14,940 (25)
500-999	32,077 (41)	22,010 (26)	22,906 (16)	16,151 (31)
1,000 and over	41,391 (23)	33,660 (25)	28,480 (25)	29,215 (43)
By circulation:†				
Up to 49,999	$26,802 (43)	$23,395 (31)	$18,650 (10)	$16,917 (52)
50,000-499,999	33,278 (53)	34,956 (34)	23,773 (22)	25,573 (58)
500,000 and over	29,444 (9)	19,850 (20)	26,481 (26)	16,450 (10)
By frequency:†				
Weekly/biweekly	$28,643 (14)	$38,958 (12)	$25,500 (13)	$31,309 (17)
Monthly	32,590 (72)	27,004 (65)	25,300 (35)	20,477 (90)
Other	21,807 (22)	14,050 (10)	18,100 (10)	16,054 (14)

†Refers to the largest revenue producing magazine on which respondent works